

RE: NAB petition 04-160
I urge you to reject this petition.

As a consumer I certainly feel entitled to receive content by any means possible from any vendor which can deliver it in a manner I deem suitable. As new technology offers me new choices, I, the consumer, want to make the choice rather than have that choice made for me. If other consumers disagree with me and eliminate my preferred vendor from the marketplace, so be it. But let the consumer decide.

While there may be an argument for somehow supporting local land based stations for a variety of reasons, supporting them by forcing certain content to be only made available through such local outlets is not the choice that puts the consumer first. And our economy is based on that notion.

Don't worry about supporting local outlets until the tide of mass issuance of new licenses starts to recede. The dial is very full. As with every aspect of our economy, not every business will survive. Let them survive through creativity, not government control.

And...if NAB members choose to use their airwaves to promote their point of view, make sure they clearly identify that they are doing so and not make their announcements sound like some sort of public service announcement sponsored by some not-for-profit organization that exists solely for the betterment of mankind. They are commercial enterprises using the airwaves given to them by the public in the first place.

Thank you.